



VeerConsulting.com  
(602) 568-6277  
Scottsdale, Ariz.

## FACT SHEET

- Company Overview:** Founded in 2005, Veer Consulting helps organizations streamline business operations and events. It implements new strategies that foster growth and improve competitive advantage.
- Services Overview:** Veer Consulting assists organizations of all types from small businesses and non-profits to Fortune 500 companies and municipalities. The company offers services to support businesses at the local, national and international levels. Its primary services include event planning and management, small business development and customer service consulting.
- Event Planning and Management:** Veer Consulting designs, manages and promotes meetings and events globally. It also offers specialized meeting and events services including cost saving evaluations, contract negotiations using the proprietary Veer Consulting Method™, database management, collection and distribution, and risk management. Veer Consulting has handled hundreds of events and meetings worldwide from conceptualization through on-site logistics.
- Small Business Development:** Veer Consulting helps small businesses identify problem areas, remove obstacles to growth and improve overall operations. Bringing outside perspective to entrepreneurial organizations, Veer Consulting provides the tools and knowledge that small businesses need in order to make objective business decisions and facilitate long-term viability in their industries.
- Customer Service Consulting:** Veer Consulting helps companies repair flawed customer service systems and implement organization-wide service standards that are rooted in positive client communication. It develops training programs that engage employees throughout the organization to help improve the consumer experience at all levels.
- About the Founder:** Dave Ryder is managing director and principal of Veer Consulting. He has more than 25 years of experience in hospitality, meeting and event management, and retail industries. Prior to founding Veer Consulting, Ryder held managerial positions in aerospace financial analysis, destination management, luxury resort operations, corporate international travel and incentives, and fine jewelry retail. He has a bachelor's degree in business management from Arizona State University and completed a Master of Business Administration from Capella University in 2008.
- Media Contact:** Andrea Aker, Aker Ink  
[andrea.aker@akerink.com](mailto:andrea.aker@akerink.com), (602) 339-7339